

Subject: Re: Nov 6, 2020 Digital Daily Tracker
Date: Sunday, November 8, 2020 at 5:51:12 PM Eastern Standard Time
From: Jared Kushner
To: Sean Dollman
CC: Gary Coby, Bill Stepien, Justin Clark, Eric Trump
Attachments: image001.png, image002.png

Sean – can we start a new tracker from post election day? Showing how we ended with either a deficit or surplus and where we are now... then we can start working on what additional expenses we are going to have start taking on... and what we can lay off to RNC and what we want to transfer to a new entity for POTUS other political activities...

From: Sean Dollman <sdollman@donaldtrump.com>
Date: Saturday, November 7, 2020 at 2:54 PM
To: Jared Kushner <jared@ijkfamily.com>
Cc: Gary Coby <coby@directpersuasion.com>, Bill Stepien <BStepien@donaldtrump.com>, Justin Clark <jclark@donaldtrump.com>
Subject: Nov 6, 2020 Digital Daily Tracker

Hey Jared,

See the screenshot below for today's updated tracker.

11/6/20:

- Gross: \$10,342,974
- Net Delta: \$8,240,408
- Aggregate Delta: **\$41,990,524**

| Day | 31 | 1 | 2 | 3 | 4 | 5 | 6 |
|----------------------------|---------------------|----------------------|----------------------|---------------------|----------------------|---------------------|----------------------|
| Actual | | | | | | | |
| Gross | \$ 12,824,869 | \$ 8,380,959 | \$ 7,897,599 | \$ 6,751,888 | \$ 7,193,617 | \$ 8,586,510 | \$ 10,342,974 |
| Cost | \$ 2,227,879 | \$ 1,992,407 | \$ 1,742,360 | \$ 1,598,517 | \$ 576,859 | \$ 665,893 | \$ 603,000 |
| Fees | \$ 568,341 | \$ 365,736 | \$ 355,655 | \$ 297,313 | \$ 368,914 | \$ 1,702,815 | \$ 542,000 |
| Chargebacks | \$ 862,023 | \$ 577,848 | \$ 1,003,232 | \$ 731,652 | \$ 565,495 | \$ 3,316,856 | \$ 956,000 |
| Net | \$ 9,166,627 | \$ 5,444,968 | \$ 4,796,351 | \$ 4,124,407 | \$ 5,682,350 | \$ 2,900,946 | \$ 8,240,408 |
| Actual by % | | | | | | | |
| Cost % of Act | 17.4% | 23.8% | 22.1% | 23.7% | 8.0% | 7.8% | |
| Fee % of Act | 4.4% | 4.4% | 4.5% | 4.4% | 5.1% | 19.8% | |
| Chargebacks % of Act | 6.7% | 6.9% | 12.7% | 10.8% | 7.9% | 38.6% | |
| Net | 28.5% | 35.0% | 39.3% | 38.9% | 21.0% | 66.2% | 21.0% |
| Delta | | | | | | | |
| Gross Delta | \$ 4,451,329 | \$ (1,170,056) | \$ (1,653,417) | \$ (2,799,127) | \$ 7,193,617 | \$ 8,586,510 | \$ 10,342,974 |
| Net Delta | \$ 3,882,923 | \$ 621,706 | \$ (26,912) | \$ (1,902,284) | \$ 5,682,350 | \$ 2,900,946 | \$ 8,240,408 |
| Aggregate Net Delta | \$26,474,311 | \$ 27,096,017 | \$ 27,069,105 | \$25,166,821 | \$ 30,849,170 | \$33,750,116 | \$ 41,990,524 |
| Additional Spend | | | | | | | |
| Event Related | \$ - | \$ - | \$ - | \$ - | \$ 1,000,000.00 | \$ - | \$ - |
| Max Donors | \$ - | \$ 10,570,000.00 | \$ 330,000.00 | \$ 350,000.00 | \$ 3,500,000.00 | \$ 530,000.00 | \$ 1,520,000.00 |
| Additional TV | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |

| | | | | | | | |
|-------------------------|-------------------|----------------------|---------------------|---------------------|---------------------|-------------------|---------------------|
| Paid Doors | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Paid Phones | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Election Night | \$ - | \$ - | \$ 450,000 | \$ - | \$ 250,000 | \$ - | \$ - |
| Additional Digital | \$ 850,000 | \$ 850,000 | \$ 850,000 | \$ 900,000 | \$ - | \$ - | \$ - |
| Reallocation | \$ - | \$ - | \$ - | \$ - | \$ (600,000) | \$ (300,000) | \$ (400,000) |
| Additional Spend | \$ 850,000 | \$ 11,420,000 | \$ 1,650,000 | \$ 1,250,000 | \$ 4,150,000 | \$ 230,000 | \$ 1,120,000 |



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